

Sugar: All Natural ... 15 Calories Per Teaspoon!

Dietary Guidelines 2005 Advisory Committee Appointed – SAI Expresses Cautious Optimism

As reported in a June 20 *Sugar E-News* article, SAI recommended a slate of internationally acclaimed experts to serve on the Dietary Guidelines 2005 Advisory Committee (DGAC). A copy of SAI's letter is available at <http://www.sugar.org/members/DGACnominations.pdf>. The SAI nominees conformed to the call for a more balanced and unbiased DGAC for 2005 than was the case with the 2000 DGAC.

On August 11, Secretaries Thompson and Veneman issued a joint news release announcing the appointment of the 2005 DGAC. A copy of their press release is available at <http://www.hhs.gov/news/press/2003pres/20030811.html>.

As expected, the number of DGAC members was expanded to thirteen from the traditional eleven of previous advisory committees. The specific areas of expertise represented on the 2005 DGAC were expanded to include fields as diverse as pediatric and adolescent health, exercise science, food safety, food science and technology, and public health policy development and communication.

The 2005 DGAC panel overall provides a greater level of the science-based objectivity sought by SAI. Dr. David McCarron, president of Academic Network and chair of SAI's External Scientific Advisory Council, commented that SAI should be especially pleased. Dr. McCarron counseled SAI that the 2005 DGAC "is far better than I would have expected. Drs. Xavier Pi-Sunyer, Penny Kris-Etherton, Janet King, Connie Weaver and Fergus Clydesdale provide the very balance lacking with the 2000 DGAC." Dr. Clydesdale is a former advisor to SAI so he is very familiar with sugar issues.

Dr. McCarron further observed that, while there are "some problem children [doctors nominated] who endorse the CSPI model," the 2005 DGAC has a sufficient number of experts with the required "maturity of experience" and scientific stature to put a stop to attempts to deviate from a science-based discussion of the issues.

Twelve of the thirteen 2005 DGAC members have extensive experience within the science-based agencies of the Department of Health and Human Services, including the Institute of Medicine, the Food and Nutrition Board, the National Institutes of Health and the Food and Drug Administration. Particularly noteworthy is the fact that four 2005 DGAC members were co-authors of the Institute of Medicine's *Macronutrients Report*. The totality of the scientific evidence supporting a 25 percent caloric intake level in the *Macronutrients Report* far outweighs the select few, out-of-date references cited in support of the politicized 10 percent caloric intake sugar guideline in WHO Diet and Nutrition Report 916.

This detail is also important since the issues swirling around sugar – added sugars intakes, obesity, free fructose, glycemic index and nutrient displacement – will be major discussion topics by the DGAC. Like with other comprehensive reviews, the *Macronutrients Report* exonerates sugar as direct cause of lifestyle diseases including obesity. The *Macronutrient Report* further shows that diet quality is essentially unaffected until added sugars exceed, on the average, 25% of daily calories which is more than 9-percentage points higher than the current average intake level of 15.7 percent.

The first 2005 DGAC meeting is scheduled for "early fall." SAI will actively participate in this meeting and looks forward to working collegially with the 2005 DGAC and with our food and beverage industry allies.

Key Point: SAI is committed to the protection and promotion of sucrose consumption. Any disparagement of sugar will be met with forceful, strategic public comments and the supporting science.

SAI Meets with FDA on Food Label ... Agency Mentions Added Sugars Petition Still Pending

As reported in the August 1 edition of *Sugar E-News*, SAI had scheduled an August 15 meeting with FDA officials to introduce the concept of categorizing caloric sweeteners as either "natural sugars" or "formulated sweeteners." A 3-page statement, which included illustrative documents,

summarizing the proposed concept was given to each of the seven FDA Center for Food Safety and Applied Nutrition officials attending this meeting. A copy of the 3-page statement is available on the “Members Only” section of www.sugar.org at <http://www.sugar.org/members/sugar-sugarsstatement.pdf> (User name: sugarmembers, Password: sucrose03).

The hour-and-half discussion was informative and constructive. FDA admits how vague and inaccurate current sweetener definitions are. They also acknowledge that current sweetener definitions, enacted in 1993 to satisfy the mandates of the Nutrition Labeling and Education Act, confuse American consumers. And FDA provided constructive feedback on the “natural sugars – formulated sweeteners” concept.

The regulatory agency is looking for help as it tackles the question of how sweeteners should be labeled. How sweeteners, including sugar, are defined on the food label will become part of FDA’s action plan. The Institute of Medicine’s Macronutrients Report and the report of the 2005 Dietary Guidelines Advisory Committee will play major roles in FDA deliberations.

The FDA officials attending this meeting said the lack of consumer research limits FDA as it debates whether American consumers are more concerned about the source of their sweeteners or how much added sugars are in their foods. These officials further indicated that this question is important to FDA as it updates food labeling requirements. FDA expressed a willingness to cooperate with SAI in the design of consumer research that will answer this question.

Key Point: It’s obvious that FDA is struggling with the complicated and difficult issue of how to accurately define the plethora of sweeteners used by food manufacturers today. FDA welcomed SAI’s offer to be a science-based resource.

June 2003 Sugar Deliveries – Mixed News Continues

USDA has added the June 2003 deliveries to Table 20 of the ERS Sugar and Sweetener data series, available at <http://www.ers.usda.gov/briefing/sugar/Data/data.htm>.

According to these USDA-published deliveries, sugar deliveries climbed by 14,000 tons (+ 15.6%) in the

“beverages” category, by 11,000 tons (+ 7.5%) in the “canned, bottled, and frozen foods” category, and by 9,000 tons (+ 3.5%) in the “ice cream and dairy products” category between the 2002 and 2003 January – June periods.

Deliveries fell slightly by 4,000 tons (– 0.4%) in the “bakery, cereal and allied products” category, by 39,000 tons (– 6.5%) in the “confectionery and related products” category, and by 49,000 tons (– 12.9%) in the “all other food uses” category. Compared to 2002, total U.S. sugar deliveries declined by 1.1% (– 51,000 tons) in the first six months of 2003. At an average wholesale price of \$550/ton, this is a projected loss in revenue of \$28 million.

Key Point: The continued mix of positive and negative deliveries highlights the need for the “Sugar: All Natural ... 15 Calories Per Teaspoon” branding campaign.

Sugar Demand – Latest USDA Forecasts

The latest World Agricultural Supply and Demand Estimates (WASDE) report was issued on July 11. FY 2002 sugar deliveries for domestic food use, FY 2003 sugar deliveries estimates and FY 2004 sugar deliveries projections remain unchanged from those reported in June. Graphic summaries of the June, July and August WASDE reports are available on the “Members Only” section of www.sugar.org at <http://www.sugar.org/members/WASDE-June2003.pdf>, <http://www.sugar.org/members/WASDE-July2003.pdf>, and <http://www.sugar.org/members/WASDE-August2003.pdf>, respectively.

Sugar Competition – Sorbitol

Sorbitol is a corn-based formulated sweetener created to replace sugar. An August 12 news story highlighted the Archer Daniels Midland announcement that it will have increased its liquid sorbitol production capacity by 60% by the end of 2003. ADM stated that annual liquid sorbitol production would increase to 360 million pounds to meet increased demand. The story can be accessed at <http://www.foodnavigator.com/news/news.asp?id=8145>.